

PRIORITY
CENTRAL FAX CENTER

MAR 16 2005

FAX TRANSMISSION

DATE: March 16, 2005

PTO IDENTIFIER: Application Number 10/646,066
Patent Number

Inventor: Elliot A. GOTTFURCHT

MESSAGE TO: US Patent and Trademark Office

FAX NUMBER: (703) 872-9306

FROM: MORRISON & FOERSTER LLP

James M. Denaro

PHONE: (703) 760-7739

Attorney Dkt. #: 578962000122

PAGES (Including Cover Sheet): 10

CONTENTS: THIRD PRELIMINARY AMENDMENT (7 pages)
Certificate of Transmission (1 page)
Fee Transmittal (1 page)

If your receipt of this transmission is in error, please notify this firm immediately by collect call to sender at (703) 760-7739 and send the original transmission to us by return mail at the address below.

This transmission is intended for the sole use of the individual and entity to whom it is addressed, and may contain information that is privileged, confidential and exempt from disclosure under applicable law. You are hereby notified that any dissemination, distribution or duplication of this transmission by someone other than the intended addressee or its designated agent is strictly prohibited.

MORRISON & FOERSTER LLP
1650 Tysons Blvd, Suite 300, McLean, Virginia 22102
Telephone: (703) 760-7700 Facsimile: (703) 760-7777

03/16/2005 17:16 FAX 703 760 7777

MORRISON FOERSTER

RECEIVED
CENTRAL FAX CENTER

002/010

MAR 16 2005

PTO/SB/97 (09-04)

Approved for use through 07/31/2008. OMB 0651-0031
U. S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Application No. (if known): 10/646,066

Attorney Docket No.: 578962000122

Certificate of Transmission under 37 CFR 1.8

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office.

on March 16, 2005
Date


Signature

James M. Denaro

Typed or printed name of person signing Certificate

54,063
Registration Number, if applicable

703-760-7739
Telephone Number

Note: Each paper must have its own certificate of transmission, or this certificate must identify each submitted paper.

THIRD PRELIMINARY AMENDMENT (7 pages)
FEE TRANSMITTAL (1 page)

PTO/SB/17 (12-04v2)

Approved for use through 7/31/2008. OMB 0551-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no person are required to respond to a collection of information unless it displays a valid OMB control number.

Effective on 12/08/2004.

Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).

**FEE TRANSMITTAL
For FY 2005** Applicant claims small entity status. See 37 CFR 1.27**TOTAL AMOUNT OF PAYMENT (\$)** 250.00**Complete if Known**

Application Number	10/646,066
Filing Date	August 21, 2003
First Named Inventor	Elliot A. GOTTFURCHT
Examiner Name	Ryan F. Pitaro
Art Unit	2174
Attorney Docket No.	578962000122

METHOD OF PAYMENT (check all that apply)

Check Credit Card Money Order Nonc Other (please identify): _____

Deposit Account Deposit Account Number: 03-1952 Deposit Account Name: Morrison & Foerster LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

Charge fee(s) indicated below Charge fee(s) indicated below, except for the filing fee

Charge any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17 Credit any overpayments

FEE CALCULATION**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES**Fee Description**

Each claim over 20 (including Reissues)

Small Entity

Fee (\$) Fee (\$)

50 25

Each independent claim over 3 (including Reissues)

200 100

Multiple dependent claims

360 180

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Multiple Dependent Claims
29 - 28 =	1	x 50.00	= 50.00	Fee (\$)
Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Fee Paid (\$)
4 - 3 =	1	x 200.00	= 200.00	

3. APPLICATION SIZE FEE

If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
- 100 =	/50	(round up to a whole number) x	=	Fees Paid (\$)

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge): _____

SUBMITTED BY			Registration No. (Attorney/Agent)	54,063	Telephone	(703) 760-7739
Name (Print/Type)	James M. Denaro		Date	March 16, 2005		

va-97000

POLYGRAPH
CENTRAL FAX CENTER

MAR 16 2005

Docket No.: 578962000122
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Elliot A. GOTTFURCHT

Application No.: 10/646,066

Confirmation No.: 8436

Filed: August 21, 2003

Art Unit: 2174

For: METHOD TO GENERATE ADVERTISING
REVENUE BASED ON TIME AND
LOCATION

Examiner: Ryan F. Pitaro

THIRD PRELIMINARY AMENDMENT

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

Prior to examination on the merits, Applicant respectfully requests entry on this Preliminary Amendment for the above-captioned patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

va-96970